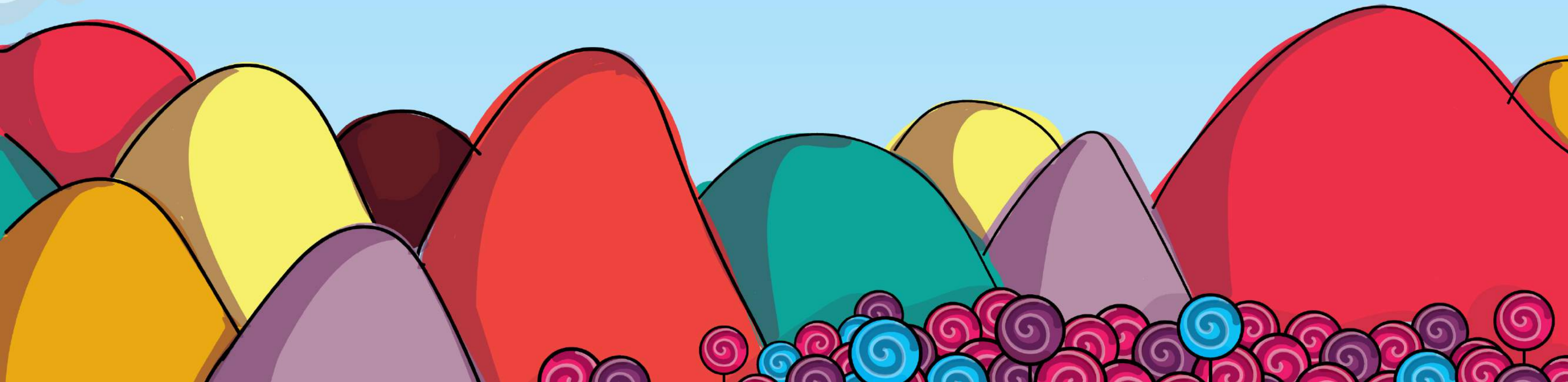




# ADVENTURES

IN WEB ANIMATIONS



# Guiding Users

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We guide users online with the design tools we have available: color, font, and **motion**.

Users, like pieces on a game board, must be guided.



## Course Outline

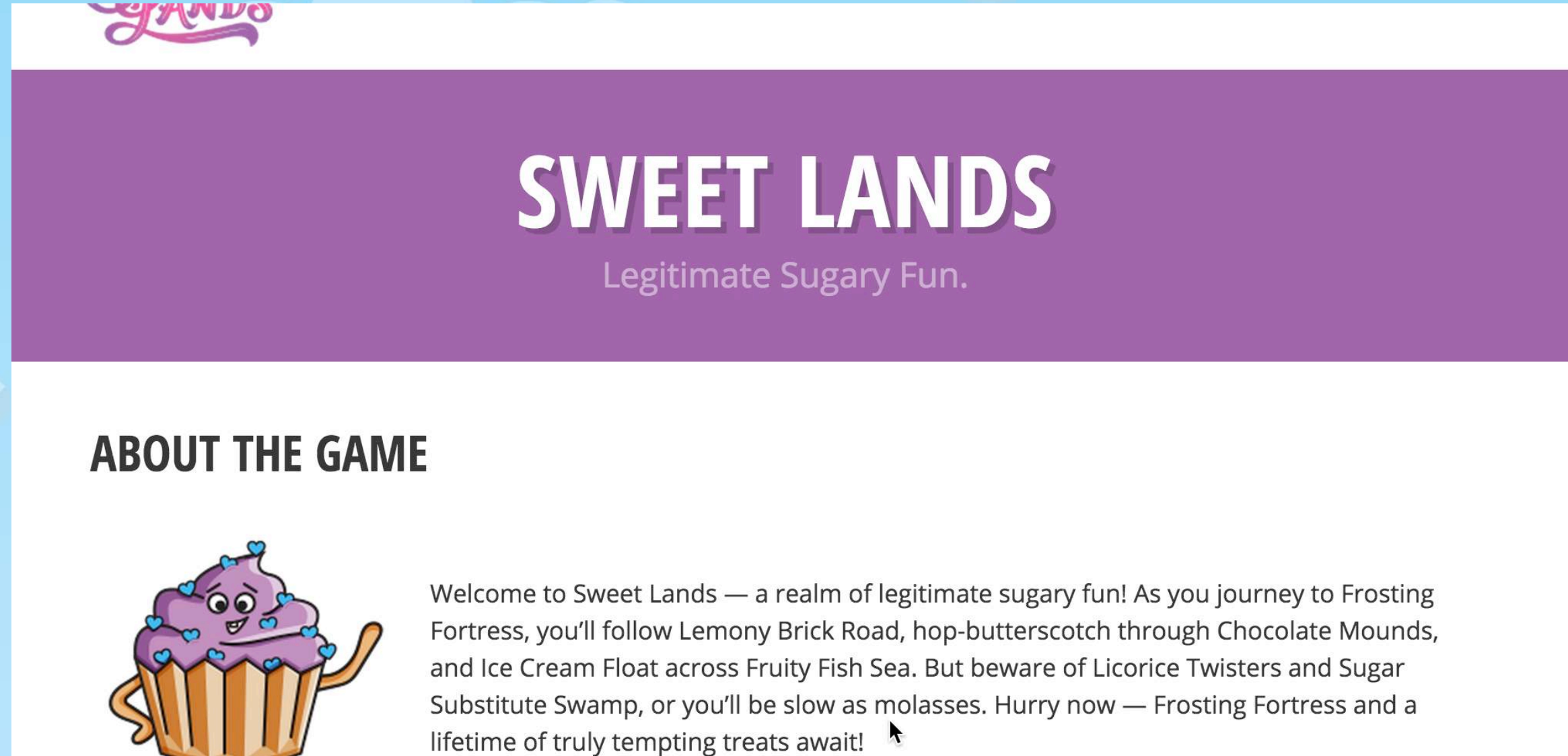
- Transitions
- Transforms
- Keyframes Animations
- SVG Animations



# Sweet Lands App

---

Learning to animate this site, which sells the game “Sweet Lands.”



Working knowledge of HTML and CSS are a pre-req for this course.  
A bit of JavaScript and jQuery are helpful, but not needed.

# Level 1 – Transitions

## SECTION 1

### **Transitioning Color**

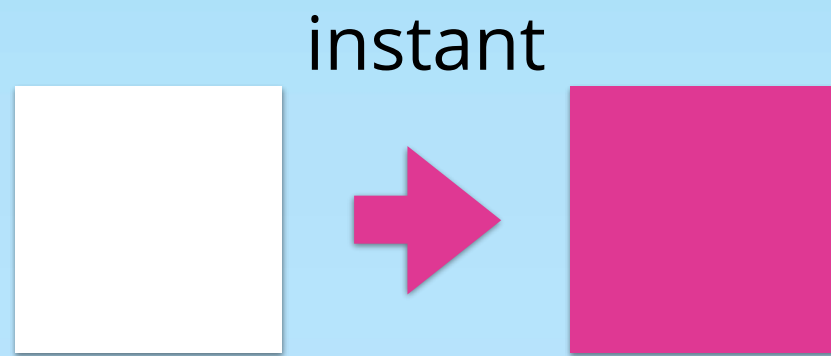


# What Is a Transition?

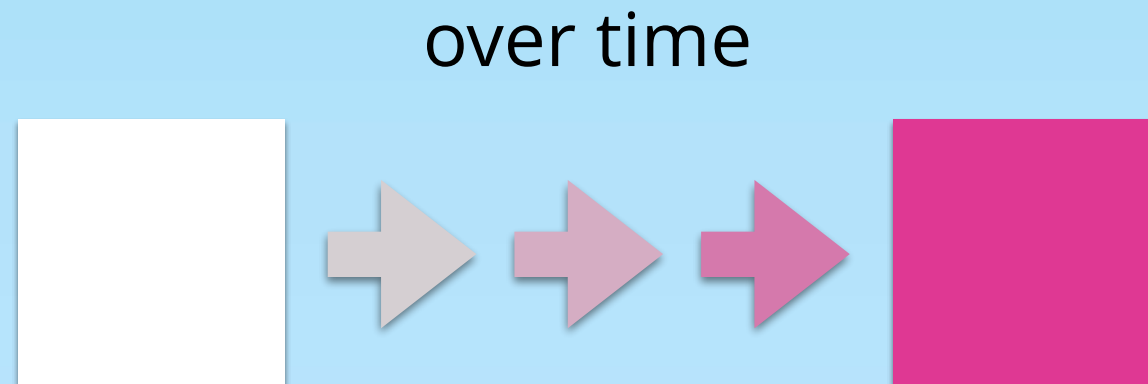
---

Transitions cause changes to a property and take place over a period of time.

**Instant  
Color Change**



**Transition  
Color Change**



# Prominent Call to Action

---

A call to action (CTA) is generally the primary goal for a user on a site. Here, purchasing the game is top priority.

## PURCHASE THE GAME

It's as easy as a hop, skip, and a jump through Graham C  
Sprinkles and Sweetheart!

To purchase the game, simply click the "Buy Now!" butto

Sweet Lands is currently only available for purchase onli  
be able to find it at toy stores and other fine retailers ne

**Buy Now!**



We can use CSS transitions to make the "Buy Now!" button a prominent call to action on the site.





# Styling the Button's Initial and Hover States

## HTML

```
<a href='#' class='btn'>  
  Buy Now!  
</a>
```

## CSS

```
.btn {  
  background-color: #00A0D6;  
}  
  
.btn:hover {  
  background-color: #007DA7;  
}
```

initial state

Buy Now!

hover state

Buy Now!

A darker bg-color  
on hover

You can transition color in many forms:  
white, #FFF, rgb(255, 255, 255).

# Transitioning Background Color

Stay *subtle* with transitions and only dramatize when you really need to call attention to an element.

Transition recipe:

```
transition: <property> <duration>;
```

The transition is added to the starting state.

CSS

```
.btn {  
  background-color: #00A0D6;  
  transition: background-color 0.4s ;  
}  
  
.btn:hover {  
  background-color: #007DA7;  
}
```

The fastest transition easily seen by the human eye is .256s.

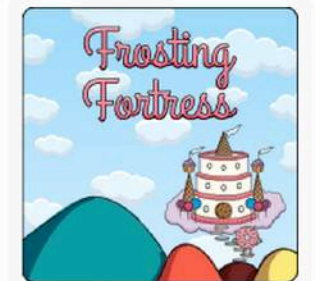
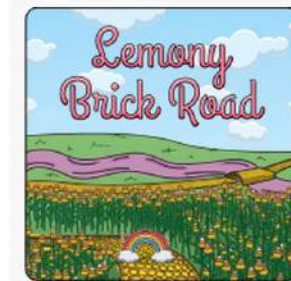
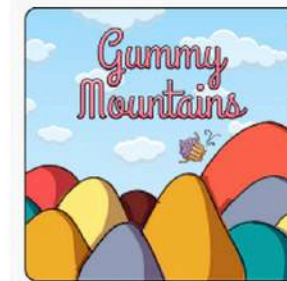
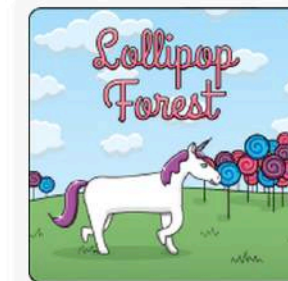
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It's as easy as a hop, skip, and a jump through Graham Cracker Valley with Sprinkles and Sweetheart!

To purchase the game, simply click the "Buy Now!" button below.

Sweet Lands is currently only available for purchase online. Hopefully you will be able to find it at toy stores and other fine retailers near you soon!

Buy Now!



this is backwards



# Transitioning Background Color

---

The transition is added to the starting state.

CSS

```
.btn {  
  background-color: #00A0D6;  
  transition: background-color 0.4s ;  
}  
  
.btn:hover {  
  background-color: #007DA7;  
}
```

# Transitioning Multiple Properties

You can transition multiple comma-separated properties.

```
.btn {  
  background-color: #00A0D6;  
  color: #FFFFFF;  
  transition: background-color 0.4s, color 0.4s;  
}  
  
.btn:hover {  
  background-color: #007DA7;  
  color: #E3E3E3;  
}
```

CSS

Buy Now!

initial state

Buy Now!

hover state

Buy Now!

# A Keyword to Transition All Properties

Use the `all` keyword to transition every changing property.

```
transition: background-color 0.4s, color 0.4s;
```

CSS

```
.btn {  
  background-color: #00A0D6;  
  color: #FFFFFF;  
  transition: all 0.4s;  
}  
  
.btn:hover {  
  background-color: #007DA7;  
  color: #AD7EB6;  
}
```

Be careful, though, because any property that can animate will animate.

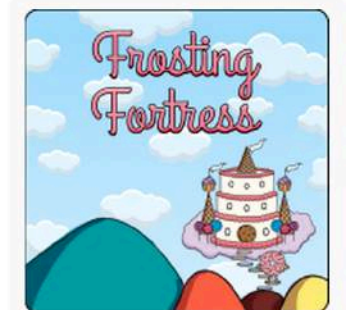
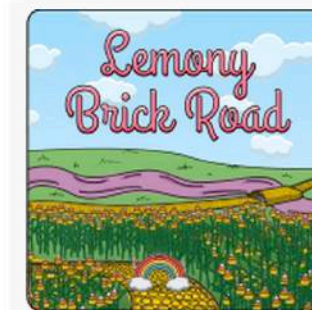
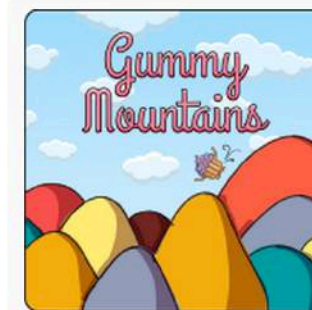
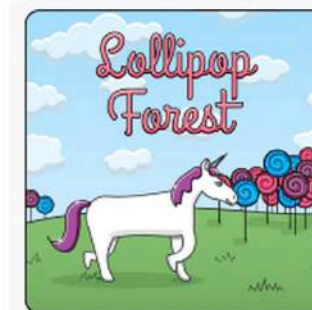
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Buy Now!





# Transition Recipe

Order is irrelevant as long as you have your duration number specified before the delay number.

```
.btn {  
  transition: <property> <duration> <timing-function> <delay>;  
}
```

Defaults to all

Defaults to ease

Defaults to 0

```
.btn {  
  background-color: #00A0D6;  
  color: #92539E;  
  transition: all 0.4s ease 0;  
}
```

CSS

=

```
.btn {  
  background-color: #00A0D6;  
  color: #92539E;  
  transition: 0.4s;  
}
```

CSS

Leave defaults out unless you need to change them

# When to Use Vendor Prefixes

All of our examples are without vendor prefixes, but you might need to include them.

CSS

```
.btn {
```



```
-webkit-transition: background-color .4s;
```



```
-moz-transition: background-color .4s;
```



```
-ms-transition: background-color .4s;
```



```
-o-transition: background-color .4s;
```

```
transition: background-color .4s;
```

```
}
```

# Which Properties Need Prefixes and When?

Use a site like caniuse.com to check browser support for prefixes.

